

Make Data Meaningful

The Angus BRS recordkeeping system provides an easy-to-use format for producers to access a wealth of information about their herds.

BY MATT PERRIER

How can I get feedyard and carcass data back on my cattle? It's the million-dollar question. Or is it?

"I continuously hear this question from cattlemen nationwide," states Bill Mies, Texas A&M University, "and I always ask them, 'Do you have individual identification and management to link the calf back to the cow (and bull, if possible)?' If the answer is 'No,' then why would you want the data?"

Maybe the true million-dollar question is *What must this producer have to use this data properly?*

- A cow tag.
- A calf tag.
- An identified sire or sire group.
- A birth date.
- A weaning weight.

A program to tie this raw information into useful management and marketing tools to help ranchers increase profitability.

In its simplest form, this describes the Angus Beef Record Service (BRS) of the American Angus Association. Released last fall, the Angus BRS program was created to assist commercial cattlemen in their quest for information regarding end-product merit, feedyard performance, pre- and postweaning gain, cow fertility, and maternal characteristics.

Overview

Angus BRS provides a system for commercial producers to keep performance records about their animals, regardless of breed composition. These records can be used as valuable decision-making tools to enhance ranchers' profitability.

Producers can submit information about their cow herds, including sire information, breeding records, calving and weaning data, and any additional

FIG. 1

BRS
BEEF RECORD SERVICE

**American Angus Association
Angus Beef Record Service
Customer Enrollment Form**

Mail To:
American Angus Association
Attn: BRS
3201 Frederick Avenue
St. Joseph, MO 64506-2987
Ph. (816) 283-0100 Fax (816) 233-6700

Angus Beef Record Service (BRS) allows commercial beef cattle producers the opportunity to record production information on offspring of their cow herd in order to receive summaries that will provide objective, decision making tools.

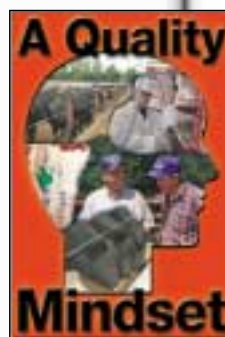
I agree to abide by the rules and regulations as established by the Board of Directors of the American Angus Association. Further, I release all Angus Beef Record Service data collected to use in breed improvement programs.

Name: A. Profit
Signature: A. Profit
Ranch Name: Profit Cattle Company
Mailing Address: 3201 Frederick Ave.
City, State, Zip: St. Joseph MO 64506
Telephone: (816) 383-5100
Fax: (816) 233-9703
E-mail: brs@angus.org

Check here if you wish to submit information electronically.

This application must be on file with the American Angus Association before Angus Beef Record Service records will be processed.

For office use only:
Customer ID: _____
Date Received: _____



performance or carcass data collected on their calves. For \$2/calf, this raw data is then converted into more comparative numbers according to Standardized Performance Analysis (SPA) guidelines. This information can help producers make selection decisions for their cow herds, while supplying information to help market the calf progeny as steers and replacement heifers.

The Angus BRS program provides a tool for serious producers who wish to link the end product to the producing factory by identifying genetics that work in their operation. By using individual animal identification (either electronic ID or traditional tag, tattoo or number brands), comprehensive submission forms, and reports generated by the American Angus Association to evaluate and to compare the data, cattle producers can characterize their commercial cow herds and have a higher-quality, more marketable product for their customer.

The process

Angus BRS is structured to be simple for commercial producers to use. But it still is capable of being extremely inclusive, holding detailed information for various traits in the areas of fertility, performance and carcass characteristics. Required information for enrollment includes

- Individual IDs for dam, sire and calf;
- Breed(s) of sire and dam;
- Breeding season dates;
- Birth year of cow;
- Birth date of calf; and
- Weaning weight of calf.

In addition, such optional fields as birth weight, electronic ID, hip height, mature weight, cow temperament, body condition scores (BCS), carcass characteristics and countless other traits allow users to customize the program to fit their management and recordkeeping needs.

FIG. 2

2/1/99
Dam Enrollment Form

Mail To:
 American Angus Association
 Attn: BRS
 201 Frederick Avenue
 St. Joseph, MO 64506-0707
 Ph: (816) 383-5100 Fax: (816) 383-5102

ANGUS BRS
 BEEF RECORD SERVICE

Client: Profit Cattle Company
 Address: 3201 Frederick Ave.
 City, State, Zip: St. Joseph MO 64506
 Phone: (816) 383-5100

Dam Information				Sire Information				Maternal Grand Sire Information				MOE
Dam Herd ID	Reg. Number	Birth Date	Sex ID National ID	Sire Herd ID	Reg. Number	Breed	Sex ID National ID	MGS Herd ID	Reg. Number	Breed	Sex ID National ID	Breed
8004		3/12/98		NORTH	11138672	AN		F1X	11864710	AN		ANAN
8023		3/19/98		WY07	10854559	AN		BS	9994245	AN		ANAN
6004		5/1/98		FRED		ANAN		804	19010270	HH		ANXX
6001		4/1/98		EAT	10716779	AN		BS	9994245	AN		ANAN
5001		1/1/95		2000		SMAN		YL13	301495	CH		
5011		1/1/95				HH				HH		HH
4004		3/12/98				AN				AN		ANAN
4003		3/9/98				AN				AN		ANAN
2039		3/2/92				AN				AN		XXX
2001		1/1/92										
2002		1/1/92										
X021		1/1/88										

Submitting information

Records may be submitted by completing forms or by electronically submitting the information. If producers already have their records on a spreadsheet or relational database software application, records can be converted into the Angus BRS database format *at no cost*. And, as the current Angus BRS Online (www.beefrecords.com) is expanded, users will be able to enter and to retrieve data interactively on the Internet.

Following is a step-by-step process for submitting records on paper.

STEP 1:

Complete a customer enrollment form with pertinent contact information (see Fig. 1). Upon receiving an enrollment, the Association will send the producer a Dam Enrollment Form and the guidelines for the Angus BRS program.

STEP 2:

Complete and submit the Dam Enrollment Form (see Fig. 2), listing within-herd ID numbers [tags, electronic identifications (EIDs),

brands, etc.], birth date, breed and sire information for all breeding-age females.

Upon receiving this data (and each subsequent form submitted), the Association will generate reports, to be returned to the producer, containing blanks for the next step's information to be entered. Each animal enrolled also will receive a unique American identification number (AIN), establishing its exclusive identity worldwide. After processing the dam enrollment information, the Association sends the producer a Sire Enrollment Form and a Breeding Report Form.

STEP 3:

Complete the Sire Enrollment Form (see Fig. 3, page 96), listing herd ID, breed and registration numbers (if applicable) of all sires used in your herd. Sire groups can be formed for multiple-bull pastures.

STEP 4:

Complete the Breeding Form (see Fig. 4a, page 97), listing pertinent information, such as AI service sires, pasture sire IDs, turnout and pickup dates for pasture bulls and groups, and

pregnancy test information. From this information, the Association can generate a Breeding Summary (see Fig. 4b) and the Calving and Weaning Report Form.

STEP 5:

Complete the Calving and Weaning Report Form (see Fig. 5a), listing calf ID, sex, sire, dam, birth date and weaning information, as well as optional information, such as birth weight, birth code, weaning hip height and sales price per pound. Cow information, such as BCS, weight, height, temperament score and disposal code, also can be submitted at this time.

From this report, the Association can generate several useful summaries, including the Calf Summary, the Sire Summary, the Cow Herd Summary, a Cow Breed Summary and a Herd Summary of Reproduction and Production Performance (see Fig. 5b, page 98).

STEP 6:

Complete the postweaning reports (if applicable), such as yearling weight and height (especially important for

CONTINUED ON PAGE 96

replacement females), in- and out-weights at the feedyard, and carcass information at the processing plant.

Complete system

Angus BRS also works in conjunction with other commercial programs provided through the American Angus Association and Certified Angus Beef LLC (CAB).

- Angus Resource Clearinghouse Network (ARCNet), an online exchange of information among various production segments of the beef industry regarding Angus-influenced feeder cattle or replacement

heifers for sale privately or through livestock markets across the United States. It is listed at www.arcnetonline.com, or it can be accessed through www.angus.org/arcnet/. Groups of commercial cattle may be submitted online or on forms available from the American Angus Association.

- CAB Feedlot Licensing Program (FLP), a program initiated by CAB's Supply Development Branch to utilize the feeding industry in our quest to increase the supply of high-quality cattle qualifying for the *Certified Angus Beef*® (CAB®) brand. Cooperating feedyards meet qualifications

set by the Supply Development team, bringing the licensing concept into the feeding sector, as has been done in the processing, distribution and consumer segments of the beef industry.

Angus BRS forms are available to track feedyard data, such as individual in- and out-weights, implanting regimes, and health and management data, providing calves entered on the Angus BRS program maintain their identities all the way to the feedyard. In addition, the feedyard is a critical link to the packing facilities, in order to get individual carcass data collected and transferred into

the Angus BRS program for processing.

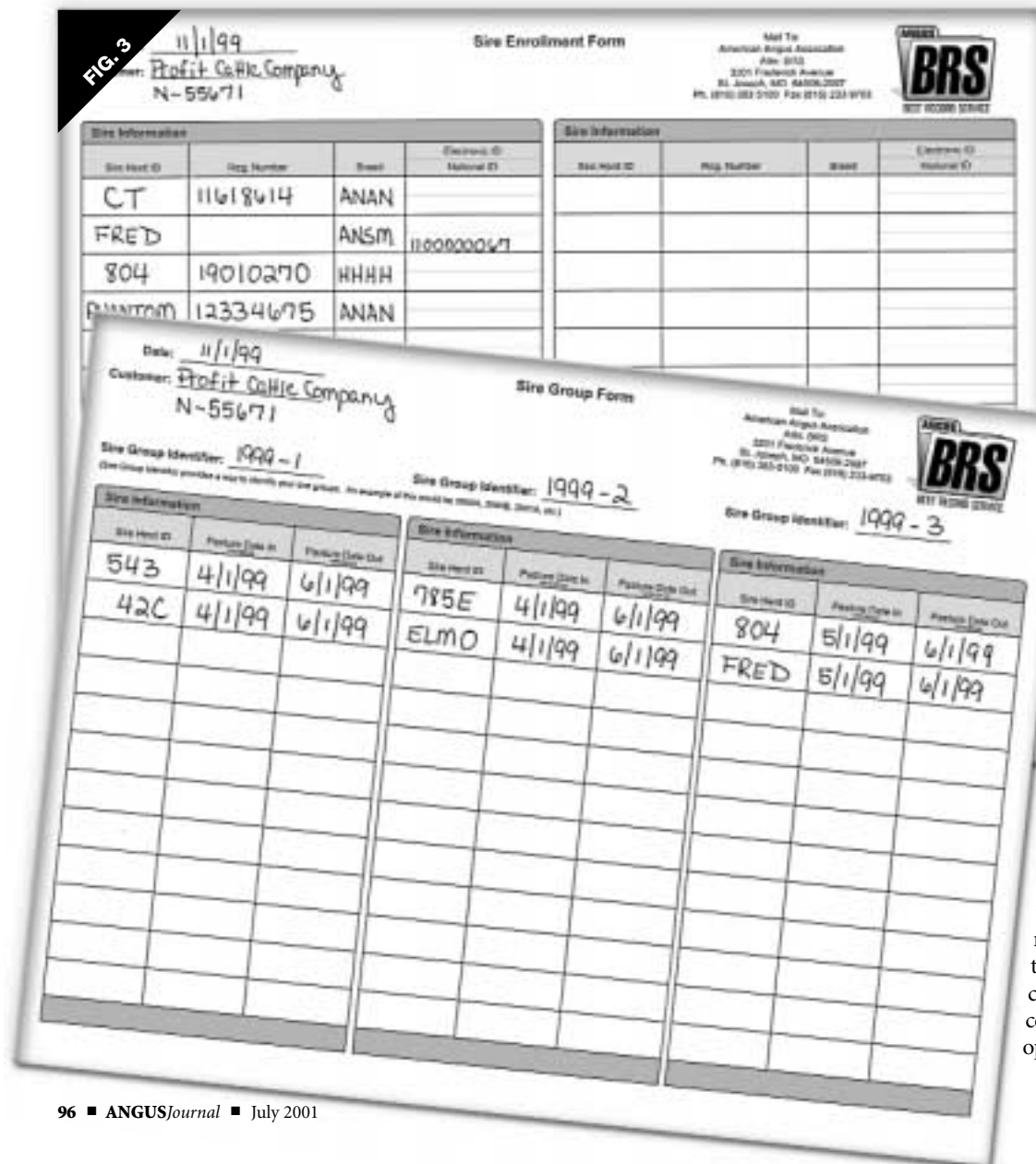
As we see the industry rapidly move toward a value-based marketing system, information from all sectors of the production beef industry must be shared, and this data must be tied back to the sire and dam. Through proper processing and comparison against large amounts of similar information, this data can be analyzed and used to make better selection and management decisions for all producers.

Documenting value

As Mies stated, without current, factual, usable information, your high-quality cattle are worth little more than commodity prices. Today, and especially in the future, accurate information on fertility, performance and end-product merit will be imperative in order to garner top dollar for your cattle.

Who's going to pay you for it? Historically, this has been the talk when producers speak of trying to produce higher-quality cattle with more information behind them. However, when folks like Greg Arendt, manager of Valentine Livestock Auction Market, Valentine, Neb., start talking, it becomes more than just talk — it then tells of the increased demand for those higher-quality cattle with information to support them.

Arendt tells the story of a sizable group of 725-pound (lb.) Angus-sired steers that brought \$6/hundredweight (cwt.) less than a heavier set of high-quality Angus steers sold the same day, through the same ring. The main difference was that the higher-valued cattle had carcass information from past contemporaries from the same operation.



"What I need," Arendt says, "is carcass information on all of these cattle. That information just elevates the producer's opportunity to sell cattle for more dollars."

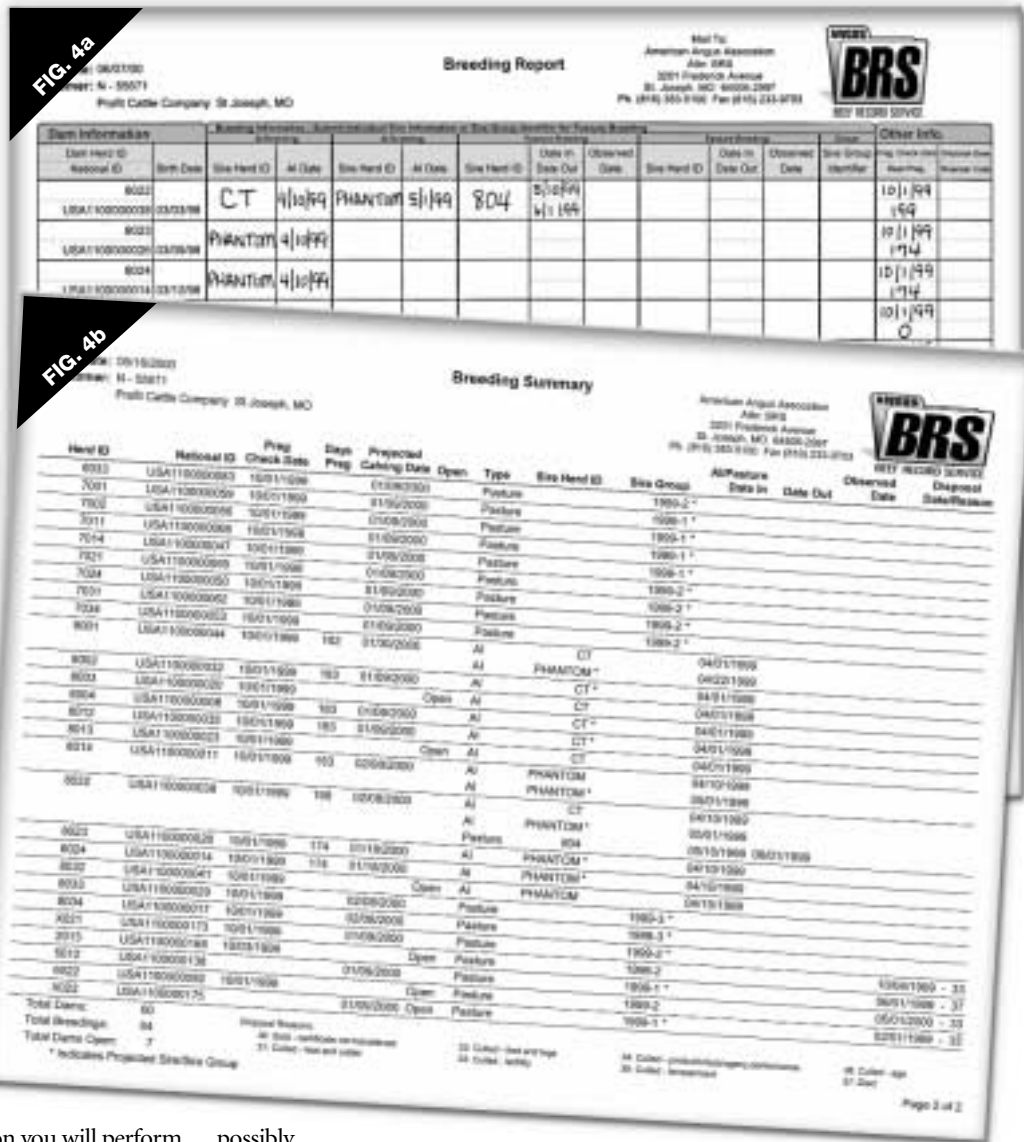
This progressive auction market manager goes on to say, "The market does not pay premiums. It only pays the per pound value of the cattle. Premiums are paid on the added information and knowledge of what these cattle will do when they get to the feedyard and packing plant."

Why would that information increase their value? Value-based marketing systems are now requiring more knowledge about a set of cattle than simply hide color and weight. Each bit of accurate information listed tacks on dollars to the sale price of cattle. One does not need to look any further than the various prevaccinated-feeder-calf sales springing up across the country to see that buyers are beginning to pay a premium for cattle with process, source and genetic information behind them.

Perhaps Jack Tomac, Rapid City, S.D., summarizes it best. "Recordkeeping is coming to be the single most important function you will perform ... possibly more important than marketing. With good management practices and the recordkeeping to back those practices, your marketing will become much easier and more profitable."

These industry indications coming from university Extension personnel, packers, feeders, auction market managers and even progressive cow-calf producers are sending the same signal. True premium dollars for calves will not be gathered until honest, accurate information about each individual calf can be provided. Angus BRS gathers all of this data, processes it and offers it back to cow-calf producers to be used as they wish in their own operations.

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It can be used in selection, management and eventually to help market cattle.

The buyers are asking for data from past generations and present genetics.

The Angus BRS program provides this information today. How long can you afford to wait to start gathering information to help market your cattle for higher values?



Editor's note: Matt Perrier is assistant director of commercial relations for the American Angus Association.

FIGURE 5b

Cow Herd Summary
 American Angus Association
 4th Flr
 3201 Frederick Avenue
 St. Joseph, MO 64506-2947
 Ph: (816) 393-1100 Fax: (816) 323-8753
BRS
 BEST RECORD SERVICE

Date: 09/01/2000
 Customer: N - 58871
 Profit Cattle Company St. Joseph, MO
 Weighing Process Date: 05/10/2000

Calving Distribution by 21-Day Period and Age of Dam

Age of Dam	Non-Calves	Early	1st 21	2nd 21	3rd 21	4th 21	Late	Avg Calving Date	Avg Birth Wt	Avg Age	Avg Wt Wt	Avg Adj Wt Wt	Avg Ratio	Avg WDA
2	10	1	4	3	0	0	0	01/29/2000	74	227	491	495	102	2.00
3	9	0	1	2	5	0	0	02/12/2000	75	228	477	527	186	2.39
4	12	0	2	0	4	0	0	02/15/2000	76	228	498	522	163	2.37
5	15	0	2	0	2	0	0	02/14/2000	76	228	498	464	80	2.28
6	5	1	0	2	2	0	0	02/17/2000	72	228	492	484	80	2.22
7	3	0	0	2	0	0	0	02/16/2000	76	227	495	486	100	2.27
			1	0	2	0	0	02/01/2000	81	226	488	440	80	2.11
								01/05/2000	74	244	440	387	80	1.80

Cow Breed Summary
 American Angus Association
 4th Flr
 3201 Frederick Avenue
 St. Joseph, MO 64506-2947
 Ph: (816) 393-1100 Fax: (816) 323-8753
BRS
 BEST RECORD SERVICE

Date: 09/01/2000
 Customer: N - 58871
 Profit Cattle Company St. Joseph, MO
 Weighing Process Date: 05/10/2000

Cow Breed Summary - Bull Average

Cow Breed	# Calves	Birth Wt	Calving Ease	Age	Actual Wt Wt	Adj Wt	Ratio	WDA	Hip Ht	Adj Hip Ht
ANAM	1	72	2.2	194	460	384		2.58		

Cow Breed Summary - Cow Average

Cow Breed	# Calves	Birth Wt	Calving Ease	Age	Actual Wt Wt	Adj Wt	Ratio	WDA	Hip Ht	Adj Hip Ht
ANAM	17	76	1.3	205	488	476		2.18		
ANGL	1	76	1.8	209	420	414		2.21		
HHHH	1	76	1.8	209	460	470		2.39		
HHZZ	2	77	1.8	228	428	421		2.21		
U/U	1	78	1.8	191	495	384		1.92		
KXXX	2	76	1.8	200	492	476		2.32		

Cow Breed Summary - Steer Average

Cow Breed	# Calves	Birth Wt	Calving Ease	Age	Actual Wt Wt	Adj Wt	Ratio	WDA	Hip Ht	Adj Hip Ht
ANAM	21	77	1.1	212	460	381		1.94		
HHHH	3	79	1.6	225	519	476		2.30		
HHXX	1	80	1.8	240	520	491		2.12		
KXXX	2	79	1.8	224	518	483		1.91		

Herd Summary
 American Angus Association
 4th Flr
 3201 Frederick Avenue
 St. Joseph, MO 64506-2947
 Ph: (816) 393-1100 Fax: (816) 323-8753
BRS
 BEST RECORD SERVICE

Date: 07/25/2000
 Customer: N - 58871
 Profit Cattle Company St. Joseph, MO

Reproduction and Production Performance

Reproduction Performance Measures ¹	Your Herd	National BRS Average
Pregnancy Percentage	85.7	80.8
Pregnancy Loss Percentage	0.0	0.2
Calving Percentage	82.1	82.2
Calf Death Loss Based on Exposed Females	1.7	4.0
Calf Death Loss Based on Number of Calves Born	1.3	1.3
Calf Crop or Weaning Percentage	85.4	84.1
Female Replacement Rate Percentage	22.2	14.8

Calving Distribution

(Cumulative percentages)	Percent	National BRS Average
Beginning Calving Date	01/19/2000	
Calves Born During 1st 21 Days	25.8	30.8
Calves Born During 1st 42 Days	70.9	84.0
Calves Born During 1st 63 Days	100.0	94.7
Calves Born After 1st 63 Days	0.0	3.3

Production Performance Measures

Measure	Your Herd	National BRS Average
Average Age at Weaning (days)	212	
Actual Weaning Weights (pounds)		
Bulls		
Steers	481	538
Heifers	454	498
Average Weaning Weight	473	514
Pounds Weaned per Exposed Female	406	434

Calf Summary
 American Angus Association
 4th Flr
 3201 Frederick Avenue
 St. Joseph, MO 64506-2947
 Ph: (816) 393-1100 Fax: (816) 323-8753
BRS
 BEST RECORD SERVICE

Date: 09/01/2000
 Customer: N - 58871
 Profit Cattle Company St. Joseph, MO
 Weighing Process Date: 05/10/2000

Calf	Birth Date	Cow	Sex	Birth Wt	Calving Ease	SGT	Age	Actual Wt Wt	Aug Wt	Ratio	WDA	Hip Ht	Adj Hip Ht	Frame Score	Weight @ 18	Let @ 18
0004 C	01/19/2000	6013		1096.1	75	1	1	244	475	427	90	1.26			90/10/2000	2
0006 C	01/19/2000	3021		1098.2	76	1	1	344	448	387	80	1.80			90/10/2000	2
0008 C	01/18/2000	8002	CT	72	1	1	1	242	488	447	101	1.96			90/10/2000	2
0010 C	01/18/2000	6001		1098.1	89	1	1	239	508	457	88	2.08			90/10/2000	2
0014 C	02/08/2000	8022	PHANTOM	74	1	1	1	217	436	483	100	2.80			90/10/2000	2
0016 C	02/03/2000	8014	PHANTOM	72	1	1	1	218	428	488	101	2.81			90/10/2000	2
0017 C	02/15/2000	2002		1099.1	80	1	1	208	480	458	94	2.21			90/10/2000	2
0018 C	02/14/2000	2070		1099.2	78	1	1	209	420	414	88	2.01			90/10/2000	2
0019 C	02/14/2000	2004		1099.1	78	1	1	208	480	472	98	2.30			90/10/2000	2
0020 C	02/18/2000	4000		1099.0	72	1	1	207	480	447	91	2.17			90/10/2000	2
0021 C	02/18/2000	5002		1099.1	75	1	1	207	488	480	98	2.28			90/10/2000	2
0022 C	02/11/2000	5003		1099.0	73	1	1	208	440	428	91	2.19			90/10/2000	2
0023 C	02/16/2000	8033		1099.3	74	1	1	208	475	545	113	2.32			90/10/2000	2
0024 C	02/16/2000	4004		1099.2	70	1	1	205	460	428	91	2.15			90/10/2000	2
0025 C	02/16/2000	5043		1099.2	70	1	1	205	425	408	88	2.07			90/10/2000	2
0026 C	02/16/2000	5044		1099.2	74	1	1	208	480	480	94	2.23			90/10/2000	2
0027 C	02/16/2000	8000		1099.1	75	1	1	204	485	483	104	2.28			90/10/2000	2
0028 C	02/16/2000	8011		1099.1	77	1	1	204	475	488	102	2.23			90/10/2000	2
0029 C	02/16/2000	8012		1099.0	73	1	1	192	470	432	106	2.45			90/10/2000	2
0030 C	02/16/2000	7001		1099.3	70	1	1	183	410	410	86	2.12			90/10/2000	2
0031 C	02/16/2000	7014		1099.1	76	1	1	193	440	502	104	2.28			90/10/2000	2
0032 C	02/16/2000	5013		1099.1	76	1	1	191	465	484	102	2.43			90/10/2000	2
0033 C	02/16/2000	2011		1099.1	76	1	1	191	450	478	80	2.28			90/10/2000	2
0034 C	02/16/2000	8023		1099.2	70	1	1	188	420	467	87	2.23			90/10/2000	2
0035 C	02/16/2000	7011		1099.1	75	1	1	188	425	328	110	2.42			90/10/2000	2
0036 C-TW	02/16/2000	4002		1099.0	86	2	1	194	420	529	2.28			90/10/2000	1	
DEMO1 C	02/04/2000	8001	PHANTOM	80	5											
Averages for 27 calves:																
				74				208	493	471	87	2.19				

Sire Summary
 American Angus Association
 4th Flr
 3201 Frederick Avenue
 St. Joseph, MO 64506-2947
 Ph: (816) 393-1100 Fax: (816) 323-8753
BRS
 BEST RECORD SERVICE

Date: 09/01/2000
 Customer: N - 58871
 Profit Cattle Company St. Joseph, MO
 Weighing Process Date: 05/10/2000

Sire Group	EPD	WEPD	REP	YEP	EPD	Birth Wt	Age	Actual Wt Wt	Aug Wt	Ratio	WDA	Hip Ht	Adj Hip Ht	Frame Score
Sire Group: 1999-1														
Averages for 11 cows:						77	207	488	479	89	2.27			
Averages for 11 steers:						81	228	516	505	100	2.30			
Averages for 22 calves for Sire Group 1999-1:						79	213	483	482	101	2.32			
Sire Group: 1999-2														
Averages for 10 cows:						72	208	437	448	80	2.14			
Averages for 10 steers:						76	201	475	501	102	2.30			
Averages for 20 calves for Sire Group 1999-2:						74	200	466	475	87	2.23			
Sire Group: 1999-3														
Averages for 1 bull:						72	194	480	584		3.00			
Averages for 2 cows:						71	190	448	527	110	2.30			
Averages for 1 steer:						75	213	483	548	113	2.38			
Averages for 4 calves for Sire Group 1999-3:						73	197	460	522	113	2.34			
CT-ANAM Reg No: 11018014	-4.8	+21	+23	+88										
Averages for 1 cow:						73	242	480	487	101	1.88			
Averages for 2 steers:						73	248	480	483	103	1.86			
Averages for 3 calves of Sire Head ID CT:						72	244	480	481	101	1.87			
PHANTOM-ANAM Reg No: 12334073	+4.8	+40	+21	+83										
Averages for 3 cows:						75	217	459	484	101	2.01			
Averages for 2 steers:						78	234	443	477	90	1.89			
Averages for 5 calves of Sire Head ID PHANTOM:						78	225	439	480	98	1.85			
Averages for 14 progeny:						76	211	472	480	100	2.25			